



EVERY DIME FIGHTS CRIME.

Police Foundation Grant Application

In ten years of grant making, the Foundation has grant awards totaling \$4 million. Part of the process of securing private-sector contributions is to have a list of needs that is attractive to prospective donors.

Our list *always* needs some refreshing!

If you have an equipment, training or program need that meets Police Foundation guidelines, a grant application is the first step to funding consideration. Please review and complete the San Diego Police Foundation Grant Application that follows to begin the consideration process.

Feel free to contact us if you have any questions.

Kristen Amicone
Grant and Operations Manager
kristen@sdpolicefoundation.org

619-232-2130
619-232-2135 fax

San Diego Police Foundation
444 West Beech St., Ste. 250
San Diego, CA 92101

SAN DIEGO POLICE FOUNDATION GRANT APPLICATION GUIDELINES

Applications for San Diego Police Foundation grants may be submitted at any time in accordance with the guidelines that follow. Funding decisions will be based on availability of funds and other Foundation considerations, including priorities set out by the San Diego Police Department.

Application Process

1. Only San Diego Police Department sworn officers, civilian employees and volunteers may complete the grant application form.
2. Submit the application through your chain of command for approval.
3. Submit the application to the Assistant Chief for Neighborhood Policing, who will be responsible for providing final police department approval.
4. Submit the application to the Foundation for consideration.

What is eligible for a San Diego Police Foundation grant?

Applications may be submitted for items and programs that are not covered in the department's operational budget. Examples that may qualify for funding include special equipment, special training, educational needs, software, and cooperative police/community programs.

What is ineligible?

Personnel expenses, patrol vehicles, standard equipment, supplies or other items typically included in the police department budget are not eligible for Foundation grants.

Grant Consideration Process

Your application will be reviewed by the Foundation in a timely manner. Funding is dependent on available donated funds as well as the priority of your request in relation to other needs.

Your application will be considered "open" until it is either funded or no longer a need.

More Donations, More Grants

If you know of individuals, corporations or organizations that are interested in supporting the San Diego Police Department with financial or material contributions, let us know so that we can facilitate the donation process and make resources available to you. Please contact Kristen Amicone, San Diego Police Foundation, at (619) 232-2130.

We look forward to working with you to enhance community safety in San Diego.

The guidelines outlined above are subject to change and clarification.

**SAN DIEGO POLICE FOUNDATION
GRANT APPLICATION**

Please review the application guidelines before completing this application. If you have any questions, please call the Foundation office: (619) 232-2130. Feel free to indicate your responses on separate attached sheets. Mail the completed application with written vendor quote(s) and chain of command approvals to

San Diego Police Foundation
444 West Beech St., Ste. 250
San Diego, CA 92101

Type of funding request.

☐ Equipment ☐ Training ☒ Software ☐ Service Dog Replacement ☐ Program

Unit: Street Gang Unit

1. Name and/or brief description of item requested.

Please feel free to attach additional materials that will help the Foundation understand the item requested and its benefit.

Geofeedia: Location-based Social Media Monitoring for Law Enforcement and Public Safety *See Attached*

2. Cost: \$18,000.00 (include sales tax and shipping costs)

Vendor's written quote/estimate *MUST* accompany application.

3. Source: Geofeedia

4. If this application is for equipment or software, is special training required for users? ☒ Yes ☐ No
If "no," proceed to #6.

5. Is the cost of training included in this request? ☒ Yes ☐ No

6. Is the item above already in use by your agency? ☐ Yes ☒ No

7. How often will it be used (hours per day, days per week)? 24 hrs/day 7 days/week

Problem

8. Describe the problem that the above item addresses. *(Feel free to attach additional, related information.)*

See Attached

9. Describe how community safety will be enhanced.

See Attached

10. Which San Diego communities will benefit?

See Attached

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Applicant Information

A brief presentation by the applicant or other person familiar with this request may be required.

Name **Bryan Hewitt** _____ ID # **5546** _____

Title **Gang Unit Detective** _____ Rank **Detective** _____

Division **Gangs** _____

Telephone **619 531-2963** _____ Fax **619 531-2975** _____ Mail Station **786** _____

Mobile **619 840-1416** _____ E-Mail **bhewitt@pd.sandiego.gov** _____

Have you attached vendor quotes?

Incomplete grant applications cannot be accepted for consideration.

Chain of Command Approvals

Applicant's Commanding Officer (*sign and print name*)

Date

Applicant's Assistant Chief (*sign and print name*)

Date

Assistant Chief for Neighborhood Policing (*sign and print name*)

Date

Thank you for your time and efforts to improve public safety efficiency!

ATTACHMENTS:

- Question #1
- Geofeedia Proposal Contract
- Question #8
- Question #9
- Question #10

Question #1

“GEOFEEDIA”

Geofeedia Proposal Contract

What is Geofeedia?

Geofeedia is the only patented*, location-based social media monitoring, analysis and engagement platform for law enforcement. Our solution enables law enforcement agencies to derive social intelligence to understand, in real-time, what's happening at the locations most important to them.

With Geofeedia, you will have the ability to quickly search seven social media sources by geo-location, from a specific address to an entire neighborhood, then filter results by timeframe, keywords or specific individuals.

We have many ways to visualize and analyze social media within our platform. These include: 1) Map View, 2) Collage View, 3) Streamer View, 4) Analytics View, 5) Alerts and notifications, and 6) User Track View.

Law Enforcement agencies rely on Geofeedia for:

- Targeted surveillance and monitoring
- Tracking users of interest
- Crisis response and management
- Resource allocation
- Live event security efforts
- Source and data evaluation and corroboration
- Community engagement
- Command center operations

License details, terms and cost included on following pages

This proposal (the "Proposal") will serve to confirm Customer's order for the services described above ("Services") for the period stated herein. Customer's use of the Services is subject to the terms and conditions of Geofeedia's Online Terms of Use (<http://geofeedia.com/terms-of-service>). Payment terms: On the effective date, Geofeedia will invoice Customer for all fees indicated above. The fees indicated above are effective for the initial Term. Thereafter, Geofeedia may change any of the fees indicated above, with such changes being effective at the conclusion of the then-current term, by providing Customer with notice of such changes at least thirty (30) days prior to the end of the then-current term. The contract will automatically renew at the end of the term specified unless either party terminates in writing with 30 days notice prior to the end of the then-current term.

* Our service is protected under U.S. patents: 8,484,224; 8,595,317; 8,639,797; 8,612,545; 8,655,873; 8,655,923; 8,845,935; 8,950,531 and 8,980,595.

What's included in your license?

Real-time search

- ✓ Search seven social media sources by location and view results in our map or collage views
- ✓ Unlimited data from monitored Geofeeds per this proposal, otherwise limited to the last 24 hours

Location Monitoring

- ✓ Geofeedia will continuously monitor and record social media from user defined locations providing the ability to perform historical searches and analysis
- ✓ Unlimited number of location recordings and ability to change locations at any time

Streaming

- ✓ View up to five concurrent live streams of social media per licensed user

User Track

- ✓ Connect undercover Twitter and Instagram accounts and follow specific users' posts

Archive and Export

- ✓ Unlimited monitored Geofeeds and archival in secure data warehouse
- ✓ Export Geofeed data to CSV format

Analytics

- ✓ Filtering by timeframe, keyword and user; trend views by volume, media, keyword and user; detailed view of feed items and associated metadata; curate items in collections

Alerts

- ✓ Create unlimited email alert notifications triggered by specific keywords, phrases or users
- ✓ Customize Alerts at any time

Language Translation

- ✓ Translate all content to and from more than 40 different languages

Hosting and Storage

- ✓ Included

User Licenses and Data Charges

- ✓ See below to determine number of users
- ✓ Additional data packs available for purchase

Continued

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* Our service is protected under U.S. patents: 5,464,224; 8,595,317; 6,639,767; 8,612,533; 8,655,673; 6,655,983; 8,846,935; 8,950,531 and 8,982,880.

Support and Training

- ✓ Account set-up, initial location monitoring configuration, ongoing priority support
- ✓ One kick-off training session plus one user-training session per month when requested

Terms:

- Initial Term: 12 months
- Full payment due upon signing
- List price expires 90 days from date listed above

Cost Breakdown A:

Option Details: Enterprise license, 1-year term	\$20,000
• Up to 30 user licenses	
• Unlimited recorded locations, up to 100,000 posts per month	
• Unlimited Alerts	
• Strategic partner discount	(\$2,000)
• Setup & training	(Waived)
Total annual investment	\$18,000

Signed: _____

Printed Name: _____

Title: _____

Date: _____

Billing Contact: _____

Billing Address: _____

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* Our service is protected under U.S. patents: 8,484,224; 8,595,317; 8,639,767; 8,612,533; 8,655,873; 8,655,983; 8,849,935; 8,850,531 and 8,887,589.

Geofeedia, Inc. • 101 N. Wacker Dr., Suite 2003 • Chicago, IL • 60606 • (312) 721-8400 • sales@geofeedia.com

Question #8

QUESTION #8: Describe the problem that the above item addresses.

In the wake of the tragic active shooter attacks, protests, and social media threats throughout the nation, it is apparent now more than ever that we review the tools and resources available to law enforcement in handling all of these threats to our city. It is our duty to ensure the San Diego Police Department is prepared should an attack, protest, or critical incident take place. In the past, shooters, protestors, and criminals of all types have used social media and the internet to post their intentions to shoot, kill, threaten, or vandalize. Although we understand there are no accurate or useful profiles of individuals who engage in targeted violence, precursory indicators have existed in active shooter situations and knowledge of those indicators could have possibly prevented such incidents from occurring.

Social Media and the Internet have proven themselves as valuable alternatives to not only disseminate information, but to also gather information during all facets of an incident. During these incidents, decision-making occurs dynamically and outcomes can change drastically depending on certain variables. Social Media provides a means to solicit real-time information to support the decision-making process. Using electronic and web-based systems to monitor Internet platforms, the San Diego Police Department could potentially find early warning indicators of acts of violence, perceived threats, and group protests.

The San Diego Police Department has used open-source intelligence (OSINT), particularly from social media sources, in criminal investigations in conjunction to traditional investigative techniques. Information obtained from these channels has been proven to be useful and has resulted in arrests and the prosecution of suspects. Open-source intelligence has also provided information which helped in police response to critical mass events.

Question #9

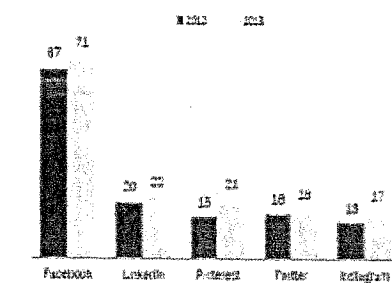
QUESTION #9: Describe how community safety will be enhanced.

Social media platforms are routinely used as means of communication through exchange of ideas, information, photos and videos. The accessibility of the Internet and advancement in cellular phone technology enabled social media to become a popular communication medium for all age groups and all socio-economic levels. The Pew Research Group characterized social media usage in the United States¹. The following are some highlights from the study released in January 2014.

- 74% of online adults (those who use the Internet regularly) use some form of social network site. This increases to 89% for age group 18-29, and 82% for age group 30-49 of online adults.

Social media sites, 2012-2013

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project survey of U.S. adults, Jan. 2012 and Jan. 2013. Margin of error: ±3.5 percentage points. For more information, visit www.pewinternet.org.

PEW RESEARCH CENTER

Who uses social networking sites

% of Internet users within each group who use social networking sites

All Internet users	74%
a. Men	72
b. Women	76
c. 18-29	89 ¹
d. 30-49	82 ²
e. 50-64	65 ³
f. 65+	49
g. High school grad or less	72
h. Some college	78
i. College+	73
j. Less than \$30,000/yr	79
k. \$30,000-\$49,999	73
l. \$50,000-\$74,999	70
m. \$75,000+	78

Pew Research Center's Internet Project survey of U.S. adults, January 2012-2013. ¹Based on data from the Pew Research Center's Internet Project survey of U.S. adults, January 2012-2013. ²Based on data from the Pew Research Center's Internet Project survey of U.S. adults, January 2012-2013. ³Based on data from the Pew Research Center's Internet Project survey of U.S. adults, January 2012-2013.

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- The table above shows usage of popular social media platforms by surveyed online adults
- Facebook and Instagram exhibit especially high levels of user engagement. 63% of adult Facebook users visit the site at least once a day

To give a generalized perspective on global social media usage by the numbers, as of 2014, the following are estimates of monthly active users²:

- Facebook: 1.28 billion
- Youtube: 1 billion+
- Twitter: 255 million
- Instagram: 200 million
- LinkedIn: 187 million
- Others- Google+: 540 million; Pinterest: 40 million; Snapchat: 30 million

¹ Social Networking Fact Sheet, Pew Research Internet Project. <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>.

² Social Media Stats 2014, Media Bistro. http://www.mediabistro.com/alltwitter/social-media-statistics-2014_b57746

Geofeedia will provide investigators and analyst the ability to search real-time social media by location. It will allow us to search, archive, and analyze real-time social media content across multiple sources, from any location in the world, with a single click.

Geofeedia will improve the San Diego Police Department's ability to:

- Conduct Targeted surveillance and monitoring
- Crisis response and management
- Resource allocation
- Source and data evaluation and corroboration
- Venue security operations
- Community engagement

Question #10

QUESTION #10: Which San Diego communities will benefit?

The entire City of San Diego will benefit from the use of Geofeedia. With the purchase of Geofeedia the San Diego Police Department will be able to set recordable geo-fences anywhere in San Diego. The geo-fence recordings can be set up around Proactive, Reactive, and Real-Time locations:

- Proactive (actionable / immediate / research / patterns)
- Reactive (research / patterns)
- Real-Time (surveillance / specific targets / operations / tactical)